



Degree ☒ Bachelor's ☐ Master's ☐ Doctoral

Lesson Plan for SSRU Next Blended Learning  
College of Hospitality Industry Management  
Suan Sunandha Rajabhat University  
Degree Program - Bachelor Degree  
Program – Airline Business  
Semester 1 Academic Year 2023

Lecturer Mr. Theppaluk Komolvaniij

Course Code ABI1201

Course Title Introduction to Aviation Industry


Learning Management System (LMS) Moodle



Link of Personal Website (Moodle) [https://elchm.ssrุ.ac.th/theppaluk\\_ko/](https://elchm.ssrु.ac.th/theppaluk_ko/)


Lesson Plan (Onsite 50 / Online 50 / with On demand)


\*(Subject to change to Online 100 with On demand depends on the situation)

We ek	Content	Teaching Managem ent	Program/Teac hing Strategies	Materials/Media	Assess- ment
1	<p>Introduction to Aviation Industry course</p> <ul style="list-style-type: none"> <li>- Rules and Regulations in class</li> <li>- Ice Breaking</li> <li>- Individual and Group Assignment</li> <li>- <i>Morality live and learn (Cause/Result/Change/Volunteer/Economic sufficiency)</i></li> </ul>	Onsite / Online	Google Meet	<p>Mentimeter (What would you like to be in Airline Business?)</p> <p>Powerpoint</p> <p>Lecture Notes</p>	<p>Sign-in to the class</p> <p>Sign-out off the class</p>
2	<p>Unit 1: Introduction to Aviation Industry</p> <ul style="list-style-type: none"> <li>- A trip to history</li> <li>- Discussion</li> <li>- Individual assignment – ‘Airline News reporter clip 1 minute with 3 vocabularies’ due before Mid-term</li> </ul>	Onsite / Online (with On demand 1)	Google Meet	<p>Powerpoint</p> <p>Lecture Notes</p> <p>Youtube Video (Airline History - On demand 1 - <a href="https://www.youtube.com/user/readingthroughhistor">https://www.youtube.com/user/readingthroughhistor</a> )</p>	<p>Sign-in to the class</p> <p>Sign-out off the class</p>

We ek	Content	Teaching Managem ent	Program/Teac hing Strategies	Materials/Media	Assess- ment
	- Group assignment – ‘Cross culture with Airline Volunteer Planning) clip 3 minutes planning’ due after midterm 2 weeks			<div>SCAN ME</div> 	
3	Unit 2: Evolution of aviation - From flying to commercial airline	Onsite / Online	Google Meet	Powerpoint  Lecture Notes	Sign-in to the class Sign-out off the class
4	Unit 3: Airline Industry today - What is airline industry? - Scope of airline industry - Type of airline service - Schedule flight - Non schedule flight	Onsite / Online	Google Meet	Powerpoint  Lecture Notes	Sign-in to the class Sign-out off the class
5	Unit 4: The Airplane and Flight - ‘Four Forces’ - Airplane parts - Aircraft Types	Onsite / Online (with On demand 2)	Google Meet	Powerpoint  Lecture Notes	Sign-in to the class Sign-out off the class

We ek	Content	Teaching Managem ent	Program/Teac hing Strategies	Materials/Media	Assess- ment
	<ul style="list-style-type: none"> <li>- Phase of flight</li> <li>- Airplane manufacturer</li> <li>- Configuration</li> </ul>			<p>Youtube Video (Aircraft Structure - On demand 2 - <a href="https://www.youtube.com/channel/UCw938Wqbl9tIH1Jbqtu00A">https://www.youtube.com/channel/UCw938Wqbl9tIH1Jbqtu00A</a>)</p> <p>SCAN ME</p> 	
6	<p>Unit 5: Airline Management and Organization</p> <ul style="list-style-type: none"> <li>- Duties and responsibilities of the airline personnel</li> </ul>	Onsite / Online (with On demand 3)	Google Meet	<p>Powerpoint</p> <p>Lecture Notes</p> <p>Youtube Video (Airline Life - On demand 3 - <a href="https://www.aircanada.com/ca/en/aco/home/about/careers/career-opportunities.html">https://www.aircanada.com/ca/en/aco/home/about/careers/career-opportunities.html</a>)</p> <p>SCAN ME</p> 	<p>Sign-in to the class</p> <p>Sign-out off the class</p>

We ek	Content	Teaching Managem ent	Program/Teac hing Strategies	Materials/Media	Assess- ment
7	Unit 6: All about airport - Airport term - Airport Code and ICAO phonetics alphabet - Alliance in the world	Onsite / Online (with On demand 4)	Google Meet	Powerpoint  Lecture Notes  Youtube Video (Airport Structure - On demand 4 - <a href="https://www.youtube.com/watch?v=t5SJ37z8UHA">https://www.youtube.com/watch?v=t5SJ37z8UHA</a> )  	Sign-in to the class Sign-out off the class
8	<b>Mid-term Examination</b>	Onsite / Online (Subject to change)	Google Meet		Sign-in to the class Sign-out off the class Midterm Examinat ion Paper
10	Unit 7: Within the airline - Flight crew duty	Onsite / Online	Google Meet	Powerpoint	Sign-in to the class

We ek	Content	Teaching Managem ent	Program/Teac hing Strategies	Materials/Media	Assess- ment
	<ul style="list-style-type: none"> <li>- Cabin crew duty</li> <li>- Airline Customers</li> </ul> <i>(Blended the Research 'Low-cost Airline communication strategies')</i>			Lecture Notes  Discussion	Sign-out off the class
11	Unit 8: Air safety and security <ul style="list-style-type: none"> <li>- Role of regulating agencies</li> <li>- Manufacturer responsibilities</li> <li>- Airside Safety</li> <li>- Safety in the air</li> <li>- Group assignment submission</li> </ul>	Onsite / Online (with On demand 5) *Subject to change to Online	Direct Teaching  Moodle  *Google Meet	Powerpoint  Lecture Notes  Youtube Video (Airline Safety - On demand 5 - <a href="https://www.youtube.com/watch?v=teO37fLsgel">https://www.youtube.com/watch?v=teO37fLsgel</a> )  <div>  </div>	Sign-in to the class  Sign-out off the class
12	Unit 9: Future of Airline Industry <ul style="list-style-type: none"> <li>- Industry overview and market</li> </ul>	Onsite / Online	Direct Teaching  Moodle	Powerpoint  Lecture Notes	Sign-in to the class

We ek	Content	Teaching Managem ent	Program/Teac hing Strategies	Materials/Media	Assess- ment
	- Threats to the Airline Industry	*Subject to change to Online	*Google Meet		Sign-out off the class
13	Unit 10: Travel Planner and Cultural Awareness - Baggage and Prohibited Items - Travel documents - Immigration - Security checkpoint - Boarding Gate - Duty Free - Custom & Quarantine	Onsite / Online *Subject to change to Online	Direct Teaching  Moodle  *Google Meet	Powerpoint  Lecture Notes	Sign-in to the class Sign-out off the class
14	Blended Learning 'Cross culture with Airline Volunteer Planning')	Onsite / Online *Subject to change to Online	Direct Teaching  Moodle  *Google Meet	Youtube Video  Discussion	Sign-in to the class Sign-out off the class
15	Group presentation VDO clip 'Cross culture with Airline Volunteer Planning')	Onsite / Online *Subject	Direct Teaching	Presentation  Discussion	Sign-in to the class

We ek	Content	Teaching Managem ent	Program/Teac hing Strategies	Materials/Media	Assess- ment
	Summarize & Quiz	to change to Online	Moodle  *Google Meet		Sign-out off the class Quiz
16	Make-up class	Onsite / Online *Subject to change to Online	Direct Teaching  Moodle  *Google Meet	Discussion	Sign-in to the class Sign-out off the class
17	<b>Final Examination</b>	Onsite / Online (Subject to change)			Sign-in to the class Sign-out off the class Final Examinat ion Paper





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## Section 1 General Information

### 1. Code and Course Title:

Course Code: ABI1201

Course Title (English): Introduction to Aviation Industry

(Thai): ธุรกิจการบินเบื้องต้น

### 2. Credits: 3 (3-0-6)

### 3. Curriculum and Course Category:

3.1 Curriculum: Offer in College of Hospitality Industry Management, Bachelor of Arts in Airline Business

3.2 Course Category:

☐ General Education

☐ Elective Course

☒ Required Course

☐ Others .....

### 4. Lecturer Responsible for Course and Instructional Course Lecturer(s):

4.1 Lecturer responsible for Course: Mr. Theppaluk Komolvani

4.2 Instructional Course Lecturers: Mr. Theppaluk Komolvani

### 5. Contact/Get in touch

Room number 304

5.1 Mr. Theppaluk Komolvani

Tel: 081-8053085

E-mail: theppaluk.ko@ssru.ac.th

### 6. Semester/ Year of Study

6.1 Semester: 1 Year of Study 2023

6.2 Number of the students enrolled: 1 class (approx. 30 students/ class)

### 7. Pre-requisite Course (If any)

None

### 8. Co-requisite Course (If any)

None

**9. Learning Location**

College of Hospitality Industry Management, Suan Sunandha Rajabhat University,  
Nakhonpathom Campus.

**10. Last Date for Preparing and Revising this Course:**

July, 2022

## Section 2 Aims and Objectives

### 1. Course Aims

At the end of this course, the student will reach to five domains in the following areas of performance:

#### 1.1Morals and Ethics

- (1) Be able to deliver or to complete a required task at the appointed time.
- (2) Be able to do the right thing according to the values, beliefs and principles they claim to hold,
- (3) Be able to make decisions in airline business according to moral concepts and judgments.

#### 1.2 Knowledge

- (1) Be able to identify the air transport business services and activities and describe important case studies
- (2) Be able to provide an analysis and provide the solution to real world problems
- (3) Be able to use airline business knowledge integrated with other disciplines

#### 1.3 Cognitive Skills

- (1) The ability to gather and summarize information, and conduct research
- (2) Self-study and sharing information to the class
- (3) The ability to solve problems from case studies

#### 1.4 Interpersonal Skills and Responsibility

- (1) Be able to communicate in English.
- (2) Be able to use English to solve Airline business problem.
- (3) Initiate some new type of air transport business ideas and have leadership.

#### 1.5 Numerical Analysis, Communication and Information Technology Skills

- (1) Be able to use basic ICT skills and apply them to daily.
- (2) Be able to use statistics and mathematics to solve air transport business problems.
- (3) Be able to use IT to search for new knowledge and apply numerical analysis in communication with emphasis on practical and real life experiences.

**.2Objectives for Developing / Revising Course (content / learning process / assessment / etc.)**

The frequency and level of student engagement will be assessed for the curriculum including multimedia, homework assignments, exams, and textual content. Learning exercises and activities that result in higher student engagement will be adapted to future lessons.

## Section 3 Characteristics and Operation

### 1. Course Outline / Course Structure

English: Introduction to the international and local aviation organization, IATA rules regarding to Airline Industry, Ground operation, catering, cargo, in-flight, marketing, sales and back office operation. Airline's terminology, airport city code, the impact of airline business on social, tourism, economic, the growth of airline business in region; AEC and the world.

Thai: การปฏิบัติการภาคพื้นดิน การจัดเตรียมอาหารขึ้นเครื่องบิน การขนส่งสินค้าทางอากาศ การบริการบนเครื่อง การขายและงานสำนักงานสายการบิน ศัพท์เฉพาะทางทางการบิน ตัวอย่างท่าอากาศยาน ผลกระทบของอุตสาหกรรมการบินต่อสังคม เศรษฐกิจ การท่องเที่ยว ความก้าวหน้าทางการบินในภูมิภาคอาเซียน และในโลก ความรู้พื้นฐานต่อองค์กร การบินทั้งในประเทศ และนานาชาติ

### 2. Time Length per Semester (Lecture – hours / Practice – hours / Self Study – hours)

Lecture (hours)	Remedial Class (hours)	Practice/ Field Work/ Internship (hours)	Self Study (hours)
45	3+ (if any)	0	90

### 3. Time Length per Week for Individual Academic Consulting and Guidance

- Self consulting at the lecturer's office: Office Hours at Room Number 304  
College of Hospitality Industry Management, Nakhonpathom Campus
- Consulting via E-Mail: theppaluk.ko@ssru.ac.th

## Section 4 Developing Student's Learning Outcomes

### 1. Morals and Ethics

#### 1.1 Morals and Ethics to be developed

- (1) Be able to deliver or to complete a required task at the appointed time.
- (2) Be able to do the right thing according to the values, beliefs and principles they claim to hold,
- (3) Be able to make decisions in airline business according to moral concepts and judgments.

#### 1.2 Teaching Strategies

- (1) Lecture (On-line, Off-line)
- (2) Participation in class
- (3) Group discussion
- (4) Problem-based learning

#### 1.3 Assessment Strategies

- (1) Written examinations
- (2) Group assignment

### 2. Knowledge

#### 2.1 Knowledge to be developed

- \* (1) Be able to identify the air transport business services and activities and describe important case studies
- (2) Be able to provide an analysis and provide the solution to real world problems
- (3) Be able to use airline business knowledge integrated with other disciplines

#### 2.2 Teaching Strategies

- (1) Lecture
- (2) Participation in class
- (3) Group discussion
- (4) Problem-based learning

#### 2.3 Assessment Strategies

- (1) Written examinations
- (2) Group assignment

### 3. Cognitive Skills



### **3.1 Cognitive Skills to be developed**

- \* (1) The ability to gather and summarize information, and conduct research
- \* (2) Self-study and sharing information to the class
- (3) The ability to solve problems from case studies

### **3.2 Teaching Strategies**

- (1) Lecture
- (2) Participation in class
- (3) Group discussion
- (4) Problem-based learning

### **3.3 Assessment Strategies**

- (1) Written examinations
- (2) Group assignment

## **4. Interpersonal Skills and Responsibilities**

### **4.1 Interpersonal Skills and Responsibilities to be developed**

- (1) Be able to communicate in English.
- \* (2) Be able to use English to solve Airline business problem.
- (3) Initiate some new type of air transport business ideas and have leadership.

### **4.2 Teaching Strategies**

- (1) Lecture
- (2) Participation in class
- (3) Group discussion
- (4) Problem-based learning

### **4.3 Assessment Strategies**

- (1) Written examinations
- (2) Group assignment

## **5. Numerical Analysis, Communication and Information Technology Skills**

### **5.1 Numerical Analysis, Communication and Information Technology to be developed**

- \* (1) Be able to use basic ICT skills and apply them to daily.
- (2) Be able to use statistics and mathematics to solve air transport business problems.
- (3) Be able to use IT to search for new knowledge and apply numerical analysis in communication with emphasis on practical and real life experiences.

## **5.2 Teaching Strategies**

- (1) Lecture
- (2) Participation in class
- (3) Group discussion
- (4) Problem-based learning


## **5.3 Assessment Strategies**



- (1) Written examinations
- (2) Group assignment


## Section 5 Lesson Plan and Assessment

### 1. Lesson Plan and Assessment

We ek	Content	Teaching Managem ent	Program/Teac hing Strategies	Materials/Media	Assess- ment
1	Introduction to Aviation Industry course - Rules and Regulations in class - Ice Breaking - Individual and Group Assignment - <i>Morality live and learn            (Cause/Result/Change/Vol            unteer/            Economic sufficiency)</i>	Onsite / Online	Google Meet	Mentimeter (What would you like to be in Airline Business?)  Powerpoint  Lecture Notes	Sign-in to the class Sign-out off the class
2	Unit 1: Introduction to Aviation Industry - A trip to history - Discussion - Individual assignment – ‘Airline News reporter clip 1	Onsite / Online (with On demand 1)	Google Meet	Powerpoint  Lecture Notes  Youtube Video (Airline History - On demand 1 - <a href="https://www.youtube.com/user/readingthroughhistor">https://www.youtube.com/user/readingthroughhistor</a> )	Sign-in to the class Sign-out off the class

We ek	Content	Teaching Managem ent	Program/Teac hing Strategies	Materials/Media	Assess- ment
	minute with 3 vocabularies’ due before Mid-term - Group assignment – ‘Cross culture with Airline Volunteer Planning) clip 3 minutes planning’ due after midterm 2 weeks				
3	Unit 2: Evolution of aviation - From flying to commercial airline	Onsite / Online	Google Meet	Powerpoint  Lecture Notes	Sign-in to the class Sign-out off the class
4	Unit 3: Airline Industry today - What is airline industry? - Scope of airline industry - Type of airline service - Schedule flight - Non schedule flight	Onsite / Online	Google Meet	Powerpoint  Lecture Notes	Sign-in to the class Sign-out off the class
5	Unit 4: The Airplane and Flight - ‘Four Forces’	Onsite / Online (with On	Google Meet	Powerpoint  Lecture Notes	Sign-in to the class

Week	Content	Teaching Management	Program/Teaching Strategies	Materials/Media	Assessment
	<ul style="list-style-type: none"> <li>- Airplane parts</li> <li>- Aircraft Types</li> <li>- Phase of flight</li> <li>- Airplane manufacturer</li> <li>- Configuration</li> </ul>	demand 2)		<p>Youtube Video (Aircraft Structure - On demand 2 - <a href="https://www.youtube.com/channel/UCw938Wqbl9tIH1Jbqtu00A">https://www.youtube.com/channel/UCw938Wqbl9tIH1Jbqtu00A</a>)</p> <p>SCAN ME</p> 	Sign-out off the class
6	<p>Unit 5: Airline Management and Organization</p> <ul style="list-style-type: none"> <li>- Duties and responsibilities of the airline personnel</li> </ul>	Onsite / Online (with On demand 3)	Google Meet	<p>Powerpoint</p> <p>Lecture Notes</p> <p>Youtube Video (Airline Life - On demand 3 - <a href="https://www.aircanada.com/ca/en/aco/home/about/careers/career-opportunities.html">https://www.aircanada.com/ca/en/aco/home/about/careers/career-opportunities.html</a>)</p> <p>SCAN ME</p> 	<p>Sign-in to the class</p> <p>Sign-out off the class</p>

We ek	Content	Teaching Managem ent	Program/Teac hing Strategies	Materials/Media	Assess- ment
7	Unit 6: All about airport - Airport term - Airport Code and ICAO phonetics alphabet - Alliance in the world	Onsite / Online (with On demand 4)	Google Meet	Powerpoint  Lecture Notes  Youtube Video (Airport Structure - On demand 4 - <a href="https://www.youtube.com/watch?v=t5SJ37z8UHA">https://www.youtube.com/watch?v=t5SJ37z8UHA</a> )  <div data-bbox="1060 722 1215 937"> <div>SCAN ME</div>  </div>	Sign-in to the class Sign-out off the class
8	<b>Mid-term Examination</b>	Onsite / Online (Subject to change)	Google Meet		Sign-in to the class Sign-out off the class Midterm Examination Paper

We ek	Content	Teaching Managem ent	Program/Teac hing Strategies	Materials/Media	Assess- ment
10	Unit 7: Within the airline - Flight crew duty - Cabin crew duty - Airline Customers <i>(Blended the Research 'Low-cost Airline communication strategies')</i>	Onsite / Online	Google Meet	Powerpoint  Lecture Notes  Discussion	Sign-in to the class Sign-out off the class
11	Unit 8: Air safety and security - Role of regulating agencies - Manufacturer responsibilities - Airside Safety - Safety in the air - Group assignment submission	Onsite / Online (with On demand 5) *Subject to change to Online	Direct Teaching  Moodle  *Google Meet	Powerpoint  Lecture Notes  Youtube Video (Airline Safety - On demand 5 - <a href="https://www.youtube.com/watch?v=teO37fLsgel">https://www.youtube.com/watch?v=teO37fLsgel</a> )  <div data-bbox="1060 1052 1218 1274" data-label="Image"> </div>	Sign-in to the class Sign-out off the class
12	Unit 9: Future of Airline Industry	Onsite / Online	Direct Teaching	Powerpoint	Sign-in to the class

We ek	Content	Teaching Managem ent	Program/Teac hing Strategies	Materials/Media	Assess- ment
	<ul style="list-style-type: none"> <li>- Industry overview and market</li> <li>- Threats to the Airline Industry</li> </ul>	*Subject to change to Online	Moodle  *Google Meet	Lecture Notes	Sign-out off the class
13	Unit 10: Travel Planner and Cultural Awareness <ul style="list-style-type: none"> <li>- Baggage and Prohibited Items</li> <li>- Travel documents</li> <li>- Immigration</li> <li>- Security checkpoint</li> <li>- Boarding Gate</li> <li>- Duty Free</li> <li>- Custom &amp; Quarantine</li> </ul>	Onsite / Online *Subject to change to Online	Direct Teaching  Moodle  *Google Meet	Powerpoint  Lecture Notes	Sign-in to the class Sign-out off the class
14	Blended Learning ‘Cross culture with Airline Volunteer Planning)’	Onsite / Online *Subject to change to Online	Direct Teaching  Moodle  *Google Meet	Youtube Video  Discussion	Sign-in to the class Sign-out off the class



We ek	Content	Teaching Managem ent	Program/Teac hing Strategies	Materials/Media	Assess- ment
15	Group presentation VDO clip 'Cross culture with Airline Volunteer Planning')' Summarize & Quiz	Onsite / Online *Subject to change to Online	Direct Teaching  Moodle  *Google Meet	Presentation  Discussion	Sign-in to the class Sign-out off the class Quiz
16	Make-up class	Onsite / Online *Subject to change to Online	Direct Teaching  Moodle  *Google Meet	Discussion	Sign-in to the class Sign-out off the class
17	<b>Final Examination</b>	Onsite / Online (Subject to change)			Sign-in to the class Sign-out off the class Final Examinat ion Paper

## 2. Learning Assessment Plan

	Learning Outcome	Assessment Activities	Time Schedule (Week)	Proportion for Assessment (%)
1	<b>Morals and Ethics</b> - Academic honesty - Personal discipline, integrity, and responsibility	Attendance Written examinations, group assignment	Throughout the semester	10%
2	<b>Knowledge</b> - Basic understanding of psychology main theories and knowledge relevant to service industry	Written examinations, group assignment	Throughout the semester	40%
3	<b>Cognitive Skills</b> -Development of analytical and critical thinking skills	Written examinations, group assignment	Throughout the semester	20%
4	<b>Interpersonal Skills and responsibility</b> - Ability to work individually and as a part of team	Written examinations, group assignment	Throughout the semester	20%
5	<b>Numerical Analysis, Communication and Information Technology Skills</b> - Development of communication and information technology skills - Ability to communicate in English	Written examinations, group assignment	Throughout the semester	10%

### 3. Assessment Evaluation

Assessment Plan	Attendance / Punctuality (10%)	Individual Assignment (10%)	Group Assignment (15%)	Group Assignment Participation (5%)	Quiz (10%)	Midterm Examination (20%)	Final Examination (30%)	Total Five Domains
.1 Morals and Ethics (10%)								
-Be able to deliver or to complete a required task at appointed time	2	1		1	1			5
-Be able to do the right thing according to the values, beliefs, and principles they claim to hold	2				1			3
-Be able to make decisions in business according to moral concepts and judgments			1	1				2
.2 Knowledge (55%)								
-Be able to identify the proper theories and describe important case studies (Individual presentation and Examination)		4	1		2	8	20	35
-Be able to provide an analysis and provide the solution to real world problems (Quiz/Individual presentation and Group presentation)			2	1	3	5		11
-Be able to organize self-study and sharing information to the class (Presentation)	2	2	5					9
.3 Cognitive skills (20%)								
-The ability to gather and summarize information, and conduct research (In-class practice)	2	1						3
-Self-study and sharing information to the class		1						1

Assessment Plan	Attendance / Punctuality (10%)	Individual Assignment (10%)	Group Assignment (15%)	Group Assignment Participation (5%)	Quiz (10%)	Midterm Examination (20%)	Final Examination (30%)	Total Five Domains
-The ability to solve problems from case studies (Examination and Report – if any)			1			6	9	16
.4 Interpersonal skills and Responsibilities (5%)								
-Be able to use interpersonal English communication skills	1		1					2
-Be able to collaborate well in teams for problem solving			1	1				2
-Be able to show leadership skills			1					1
.5 Numerical Analysis, Communication and Information Technology Skills (10%)								
-Be able to use IT to search for new knowledge and apply numerical analysis in communication with emphasis on practical and real life experiences		1	1			1	2	3
-Be able to use ICT skills and apply them	1				2			4
-Be able to use ICT in the work place and apply numerical analysis in communication			1					3
<b>Total</b>	<b>10</b>	<b>10</b>	<b>15</b>	<b>5</b>	<b>10</b>	<b>20</b>	<b>30</b>	<b>100</b>

**\*Remarks:**

1. The students must attend the class at least 80%.
2. The assignments due date must be submitted on time unless in agreement between the lecturers and the students.
3. The students will decide for the team scoring individually for their friends in Group assignment participation – 5%.
4. The individual and group assignment evaluation will be based on Content, English skill, and Personality.

## Section 6 Learning and Teaching Resources

### 1. Textbook and Main Documents

Alexander T. Wells (1989). *Air Transportation: A Management Perspective*. Wadsworth Publishing Company. USA.

IATA Course Textbook (2012). *Introduction to the Airline Industry*. IATA Training and Development Institute. Canada.

IATA Course Textbook (2015). *Introduction to Airline Customer Service*. IATA Training and Development Institute. Canada.

### 2. Important Documents for Extra Study: Updated Airline News.

### 3. Suggestion Information (Printing Materials/Website/CD/Others)

#### Keywords for searching:

Airline Operations, Airline Management, English Skills, English Learning, Cargo Operations, Maintenance, Catering.

## Section 7 Course Evaluation and Revising

### 1. Strategies for Course Evaluation by Students

Using survey questions to collect information from the students' opinions to improve the course and enhance the curriculum. Examples of questions:

- (1) Content objectives were made clear to the students.
- (2) The content was organized around the objectives.
- (3) Content was sufficiently integrated.
- (4) Content was sufficiently integrated with the rest of the first year curriculum.
- (5) The instructional materials used were effectively.
- (6) The learning methods appropriate assessed the students' understanding of the content.
- (7) Overall, Students are satisfied with the quality of this course.

### 2. Strategies for Course Evaluation by Lecturer

2.1 Lecturers team observes the class and discusses the results as follow:

- (1) The lecturer is well prepared for class sessions.
- (2) The lecturer answers questions carefully and completely.
- (3) The lecturer uses examples to make the materials easy to understand.
- (4) The lecturer stimulated interest in the course.
- (5) The lecturer made the course material interesting.
- (6) The lecturer is knowledgeable about the topics presented in this course.
- (7) The lecturer treats students respectfully.
- (8) The lecturer is fair in dealing with students.
- (9) The lecturer makes students feel comfortable about asking question.
- (10) Course assignment is interesting and stimulating.
- (11) The lecturer's use of technology enhanced learning in the class room.

2.2 The Director / Head of program construct assessment items to evaluate four dimensions of lecturer's competencies: teaching skills, organization and presentation of materials, management of the learning environment, and teaching attitudes.

### 3. Teaching Revision

Lecturer revises teaching/learning process based on the results from the students' survey questions, the lecturer team's observation, and classroom research  
Student evaluation and suggestions for improvement to the course

#### **4. Feedback for Achievement Standards**

College of Hospitality Industry Management Administrator Committee monitor to assessment process and grading.

#### **5. Methodology and Planning for Course Review and Improvement**

- (1) Revise and develop course structure and process every two years.
- (2) Assign different lecturers to teach this course to enhance students' performance.